



Programme

Conferences & Panel debates

+ Info



5th - 6th
March 2024
Castelló (Spain)

QUALICER'24

XVIII WORLD CONGRESS ON CERAMIC TILE QUALITY

Organized by:

Cámara
Castellón

COLEGIO
INGENIEROS
INDUSTRIALES
COMUNITAT VALENCIANA
DEMARCACIÓN CASTELLÓN

Technical Advice:

ACE JTC INCA

President of the Honorary Committee



H.M. THE KING OF SPAIN
D. Felipe VI


CASA DE S.M. EL REY

CREDENCIAL

Nº 039/2024

Su Majestad el Rey, accediendo a la petición que tan amablemente Le ha sido formulada, ha tenido a bien aceptar la

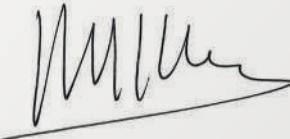
PRESIDENCIA DEL COMITÉ DE HONOR

del «**XVIII CONGRESO MUNDIAL DE LA CALIDAD DEL AZULEJO Y DEL PAVIMENTO CERÁMICO, QUALICER 2024**», que se celebrará en Castellón los días 5 y 6 de marzo de 2024.

Lo que me complace participarle para su conocimiento y efectos.

PALACIO DE LA ZARZUELA, 8 de febrero de 2024

EL JEFE DE LA CASA DE S.M. EL REY,



SEÑORA PRESIDENTA DE LA CÁMARA OFICIAL DE COMERCIO,
INDUSTRIA, SERVICIOS Y NAVEGACIÓN DE CASTELLÓN.

CASTELLÓN

President of the Generalitat Valenciana



MOLT HONORABLE
**Sr. D.
Carlos Mazón Guixot**



Greeting from the President for the Qualicer 2024 programme

Qualicer 24, the World Congress on Ceramic Tile Quality, is holding a new event and is thus continuing its successful performance of many years, a consolidated track record at the service of an industry that plays a key role in our economic fabric. At Qualicer, individuals representing widely differing organisations, companies, and sectors meet, whose common denominator is their relationship with the ceramic industry. Their viewpoints, experiences, and contributions are of great value in achieving a better understanding of the reality of a production context whose direct and indirect economic impact has enormous repercussions on our economy.

We are all aware that the last few years have been very complex, from every point of view, and that the global economy has been affected by numerous factors that have altered its logical, natural course, introducing great challenges and uncertainties that the different sectors have had to face. During the previous Qualicer event, the post-pandemic reality, the pandemic's consequences, and the then emerging outlook were the subject of debate. Now, two years on, we stand before a global scenario in which conflicts and exceptional situations are affecting international trade, access to raw materials, energy prices, and the normal development of exports, facts that particularly impact export economies, like that of Valencia, and industries, like the ceramic sector, committed to foreign trade.

All these issues will, undoubtedly, be mirrored in the different sessions at Qualicer 24 and in the debates and forums held in the course of this encounter. And the assessments, studies, and positions of the various experts who will be meeting there will be extremely valuable tools for decision making and for designing and implementing future strategies for such an important sector for the Valencia Region.

Qualicer 24 will help us better understand the vital, dynamic reality of the ceramic industry and enable us to pursue new goals and future scenarios with the tools provided by insight, innovation, and science. The public administration, companies, professionals, research centres, universities, and social entities are working closely together to drive forward a sector that is a great model to follow. I take this opportunity to send the participants, organisers, and all the individuals whose unflagging work has made this new Qualicer event possible a warm greeting and my best wishes for such a noteworthy forum for a strategic economic sector.

Carlos Mazón
President of the Generalitat

The Committees

Honorary Committee

H.M. D. Felipe VI
King of Spain

**Molt Honorable
Sr. D. Carlos Mazón Guixot**
President of the Generalitat Valenciana

**Honorable
Sra. D.ª Nuria Montes de Diego**
Regional Minister of Innovation, Industry,
Trade and Tourism

**Ilustrísima
Sra. D.ª Marta Barrachina Mateu**
President of the Hon. Castellón Provincial
Council

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Mayor of Castelló

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President of the Official Chamber of
Commerce, Industry, Services and
Navigation of Castellón

Sr. D. Juan Vicente Bono Sales
President of the Official College of
Industrial Engineers of Castellón

Technical Committee

A

Ceramic enterprise and markets

Vice president
José Manrique

Members

Javier Cabedo
Lluís Callarisa
Susana Carmena
Francisco Corma
Enrique Domínguez
Carlos Feliu
Miguel Galindo
David Gobert
Vicente Lázaro
Miguel Angel Moliner
José Miguel Morte
Javier Portolés
Javier Sastre

B

Ceramic tile and construction

Vice president
Javier Mira

Members

Martin Bechthold (*U.S.A.*)
Alexandra Bellés
Bart Bettiga (*U.S.A.*)
Richard Bowman (*Australia*)
Iván Cabrera
Colin Cass (*Australia*)
Ryan Fasan (*Canada*)
Matías Martínez
Jonás S. Medeiros (*Brazil*)
Gabriel Ortín
Silvia Pérez Amorós
Julián Pérez Navarro
Angel Pitarch
Jaime Prior
Jordi Navarro
Vicente Sarrablo
Gonzalo Silva
Rosa Urbano (*U.K.*)
Jorge Viebig

President
Rafael Vicent

C

Ceramic tile manufacture

Vice president
Eliseo Monfort

Members

Juan Aparisi
Maria Chiara Bignozzi (*Italy*)
María José Cabrera
Juan Carda
Raquel Catalán Brenes
Máximo Dolz
Michele Dondi (*Italy*)
José Antonio Estíbaliz
Jorge Fabregat
Francisco José Ferrando
Javier García Ten
Matías Gras
Isabel Guillén
Fábio G. Melchiades (*Brazil*)
Juan José Montoro
Arnaldo Moreno
Servet Turan (*Türkiye*)

Organizing Committee

Joaquín Andrés Sánchez
Concha Llorens Solsona

Vicente Molés Molés
Miguel Ángel Moliné Oses

Javier Rodríguez Ejerique
Javier Valls Torlá

Sponsors



Collaborating bodies

- **AEC.** Asociación Española para la Calidad. (SPAIN)
- **AENOR.** Asociación Española de Normalización y Certificación. (SPAIN)
- **ANFACER.** Associação Nacional dos Fabricantes de Cerâmica para Revestimento (BRAZIL)
- **ANFFEC.** Asociación Nacional de Fabricantes de Fritas, Esmaltes y Colores Cerámicos. (SPAIN)
- **ASCR.** Asociación Española de Fabricantes de Azulejos, Pavimentos y Baldosas Cerámicas (SPAIN)
- **ASEBEC.** Asociación Española de Fabricantes de Maquinaria, y Bienes de Equipo para la Industria Cerámica. (SPAIN)
- **Associação Brasileira de Cerâmica** (BRAZIL)
- **ATC. Asociación Española de Técnicos Cerámicos.** (SPAIN)
- **Asociación Técnica Argentina de Cerámica** (ARGENTINA)
- **Australian Ceramic Society.** (AUSTRALIA)
- **Australian Tile Council** (AUSTRALIA)
- **Lucideon** (formerly Ceram in the UK and M+P Labs in the US) (U.K.)
- **British Standards Institution** (U.K.)
- **Centro Ceramico** (ITALY)
- **Ceramic Industry Certification Scheme Ltd.** (U.K.)
- **Cevisama** (SPAIN)
- **Club para la calidad cerámica** (SPAIN)
- **COAC. Col·legi d'Arquitectes de Catalunya** (SPAIN)
- **Col·legi d'Enginyers Industrials de Catalunya** (SPAIN)
- **Col·legi d'Aparelladors i Arquitectes Tècnics de Barcelona** (SPAIN)
- **Colegio Oficial de Aparejadores y Arquitectos Técnicos de Castellón** (SPAIN)
- **Colegio Oficial de Aparejadores y Arquitectos Técnicos de Valencia** (SPAIN)
- **Colegio Oficial de Arquitectos de la Comunidad Valenciana** (SPAIN)
- **Colegio Oficial de Arquitectos de la Comunidad Valenciana. Demarcación de Castellón** (SPAIN)
- **Colegio Oficial de Peritos e Ingenieros Técnicos Industriales de Valencia. Delegación de Castellón.** (SPAIN)
- **CSIR.** Division of Materials Science and Technology (SOUTH AFRICA)
- **CSIRO.** Infrastructure Technologies (AUSTRALIA)
- **CTDA.** Ceramic Tile Distributors Association (USA)
- **ESCM. Escola Superior de Cerámica. Manises** (SPAIN)
- **Escola Tècnica Superior d'Arquitectura. Universitat Politècnica de Catalunya** (SPAIN)
- **Escuela Universitaria de Arquitectura Técnica. Universidad Politécnica Valencia** (SPAIN)
- **Fachverband des Deutschen Fliesenhandwerbes** (GERMANY)
- **Federation of European Tile Fixers Associations** (Europäische Union der Fliesenfachverbände) (EUROPE)
- **FEUP.** Faculdade de Engenharia da Universidade do Porto Dec-Departamento De Engenharia Civil (PORTUGAL)
- **ICF. International Ceramic Federation** (USA)
- **Industrieverband keramische Fliesen + Platten e.v.** (GERMANY)
- **Instituto de Ciencias de la Construcción Eduardo Torroja, CSIC** (SPAIN)
- **ITC.** Instituto de Tecnología Cerámica (SPAIN)
- **ITEC.** INSTITUT DE TECNOLOGIA DE LA CONSTRUCCIÓ DE CATALUNYA. (SPAIN)
- **Laboratorio Cerámico Sebastian Carpi** (SPAIN)
- **NTCA.** National Tile Contractors Association (USA)
- **PROALSO.** Asociación Profesional de Alicatadores/Soladores (SPAIN)
- **Sociedad Española de Cerámica y Vidrio** (SPAIN)
- **Société Française de Céramique** (FRANCE)
- **TCNA.** Tile Council of North America Inc. (USA)

5th - 6th
March 2024
Castelló (Spain)



XVIII WORLD CONGRESS ON CERAMIC TILE QUALITY

A  CERAMIC ENTERPRISE AND MARKETS

B  CERAMIC TILE AND CONSTRUCTION

C  CERAMIC TILE MANUFACTURE

Featured sessions

Future Markets for Ceramic Tiles

ROOM 1


Clark Cornelius [1]

President and Chief Operating at Panariagroup (U.S.A.)

Graziano Verdi [2]

CEO of ITALCER (Italy)

Manuel Ángel Murillo [3]

CEO of Colorker (Spain)



5
TUESDAY
9:15 h
10:30 h

CHAIRED BY

Bart Bettiga [M]
Executive Director of NTCA (U.S.A.)

Artificial Intelligence. Opportunities in the Ceramics Industry

ROOM 1



5
TUESDAY
11:00 h
12:00 h


Profesor Jay Lee [1]

Clark Distinguished Chair Professor and Director of the Center for Industrial Artificial Intelligence, University of Maryland (U.S.A.)

Juan Boix [2]

Head of the Industrial Processes Area of ITC-AICE (Spain)

CHAIRED BY

Sebastián J. Brau [M]
COO - Artificial Intelligence & Industry 4.0 Implementations & iAForHuman Association President (U.S.A.)

FLASH SESSION: Using New Procedures to Generate Superior Pendulum Slip Data to Help Minimise Slip-Induced Injuries. Latest UKSRG and SRSG Unpublished Research Developments

ROOM 2



5
TUESDAY
9:15 h
10:30 h

Richard Bowman

Intertile Research Director (Australia)

Stephen Charles Thorpe

Health and Safety consultant specialising in slips (U.K.)

Addressing Carbon: Policy and Standardization Drivers in Europe and the U.S.A. and Opportunities for Ceramic Tile

ROOM 1



5
TUESDAY
12:00 h
13:00 h


Victoria Zaera [1]

Environmental Manager, ASCER (Spain)

Mauro Rullo [2]

Climate Policy & Sustainability Manager, Cofindustria Ceramica (Italy)

William Paddock [3]

Founder & Managing Director of WAP Sustainability (U.S.A.)

CHAIRED BY

Bill Griesi [M]
Deputy Executive Director for the Tile Council of North America, TCNA (U.S.A.)



Panel debate



Conference

Featured sessions



Management of Intangible Assets

ROOM 1

**Marina Amigo [1]**

Global Head of Stakeholders, Human Rights and Reputation, Iberdrola Group (Spain)

**Iñaki Mejía [2]**

Partner of the Valuations Group of the Deals Division of PricewaterhouseCoopers (Spain)

**Ángel Alloza [3]**

CEO and General Secretary of the Corporate Excellence Foundation – Centre for Reputation Leadership (Spain)



5
TUESDAY
13:00 h
14:00 h

CHAIRED BY

Cristina Álvarez [M]
Telecommunications Engineer from the UPV, PhD cum laude in Business and Institutional Communication (Spain)

Industrialized Construction

ROOM 3

**Dale Kempster [1]**

Director of Standards and Methods for Schluter Systems (Canada)

**José Luis Fenollosa [2]**

General Manager of Butech, Porcelanosa Offsite, Porcelanosa Group (Spain)

**José Girbes [3]**

Director of the Projects and Prescription Department of Peronda Group (Spain)



5
TUESDAY
16:30 h
18:00 h

CHAIRED BY

Jonas Silvestre Medeiros [M]
CEO & Founder CubiCon (Brazil)

The Contractor and Industrialized Construction

ROOM 3



5
TUESDAY
15:30 h
16:30 h

**Dan Welch**

Owner/President of Welch Tile & Marble Company (U.S.A.)

**Bart Bettiga**

Executive Director of NTCA (U.S.A.)

5

Tuesday



Panel debate



Conference

Featured sessions

The Ceramic Sector at the Crossroads of the Changing Raw Materials Market

ROOM 1

**José A. Planas [1]**Technical Director of IBEROCLAYS
(Spain)**Miguel J. Galindo [2]**Founder & CEO of Galesk Consultancy
(Spain)**Juan F. Aparisi [3]**Corporate R&D Director for Frits & Glazes
in Altadia Group (Spain)

6
WEDNESDAY
12:30 h
14:00 h

CHAIRED BY
A. Moreno [M1]
ITC Marketing & Sales Area
Coordinator (Spain)
J. García-Ten [M2]
Head of the Area for
Materials & Ceramic
Technologies of ITC (Spain)

1**2****3**

6
WEDNESDAY
17:00 h
18:15 h

Innovation Management

ROOM 1

**Dr K. Kayaci [1]**

Director I&D, Kale Group (Türkiye)

**Luis Guaita [2]**Sustainability and Innovation Director,
Victoria Group (Spain)**Miguel A. Jovaní [3]**Technical Marketing Director of
Colorobbia (Spain)

6
WEDNESDAY
17:00 h
18:15 h

CHAIRED BY

Enrique Sánchez [M]
Director of the Instituto
Universitario de Tecnología
Cerámica - Agustín
Escarino (Spain)

Of Mountains and Valleys and of Pebbles and Divots: New Opportunities in Characterizing Ceramic tile Topography Using Multiscale Methods

ROOM 3

**K. Beschorner**Associate Professor of
Bioengineering at the
University of Pittsburgh
(U.S.A.)

6
WEDNESDAY
13:00 h
14:00 h

**L. Pastewka**Professor for Simulation in the
Department of Microsystems
Engineering at the University
of Freiburg (Germany)

Panel debate



Conference

Wednesday

MARCH
5
TUESDAY

08:45 h
•
12:30 h



10:30 - 11:00

A CERAMIC ENTERPRISE AND MARKETS

B CERAMIC TILE AND CONSTRUCTION

C CERAMIC TILE MANUFACTURE



TOUCHSCREENS
Located in the Hall
Permanent access

See Titles on p. 28

Programme

ROOM 1

1

8:45 - 9:15
OPENING CEREMONY

9:15 - 10:30
FEATURED SESSION Panel Debate

FUTURE MARKETS FOR CERAMIC TILES

Members:

Clark Cornelius, President and Chief Operating at Panariagroup (*U.S.A.*)

Graziano Verdi, CEO of ITALCER (*Italy*)

Manuel Ángel Murillo, CEO of Colorker (*Spain*)

Chaired by:

Bart Bettiga, Executive Director of NTCA (*U.S.A.*)



ROOM 2

2

9:15 - 10:30
FEATURED SESSION Flash Session

USING NEW PROCEDURES TO GENERATE SUPERIOR PENDULUM SLIP DATA TO HELP MINIMISE SLIP-INDUCED INJURIES. LATEST UKSRG AND SRSG UNPUBLISHED RESEARCH DEVELOPMENTS

Members:

Richard Bowman, Intertile Research Director (*Australia*)

Stephen C. Thorpe, Health and Safety Consultant specialising in slips (*U.K.*)

ROOM 3

3

COFFEE-BREAK

COFFEE-BREAK

COFFEE-BREAK

11:00 - 12:00
FEATURED SESSION Panel Debate

ARTIFICIAL INTELLIGENCE. OPPORTUNITIES IN THE CERAMICS INDUSTRY

Members:

Profesor Jay Lee, Clark Distinguished Chair Professor and Director of the Center for Industrial Artificial Intelligence, University of Maryland (*U.S.A.*)

Juan Boix, Head of the Industrial Processes Area of ITC-AICE (*Spain*)

Chaired by:

Sebastián J. Brau, COO - Artificial Intelligence & Industry 4.0 Implementations & iAForHuman Association President (*U.S.A.*)



11:00 - 11:30
New products

OPTIMISATION OF REINFORCEMENT ELEMENTS IN CERAMIC SLABS

A. Beltrán, E. Boix, I. Escrig, M.L. Soriano, G. Silva (*Spain*)

ITC - AICE - Universitat Jaume I.

11:30 - 12:00
New products

DRAINER PROJECT: PERMEABLE CERAMIC PAVING FOR SUDS

J. Mira ⁽¹⁾, J. Corrales ⁽¹⁾, L. Vilalta ⁽¹⁾, E. De Miguel ⁽²⁾, E. Fernandez-Vivancos ⁽²⁾, I. Andrés-Doménech ⁽³⁾ (*Spain*)

(1) ITC - AICE, Universitat Jaume I.

(2) Cátedra Cerámica de Valencia. Universitat Politècnica de València.

(3) IIAMA, Universitat Politècnica de València.

12:00 - 12:30
New products

VALORIZACIÓN DE FIRED CERAMIC TILE WASTE IN THE CONSTRUCTION SECTOR

J. Planell Aragó ⁽¹⁾, V. Lázaro ⁽¹⁾, J.F. Noguera ⁽²⁾, M. Pérez-Arígiles ⁽³⁾, B. López-Rius ⁽³⁾, V. Pérez-Quiles ⁽⁴⁾, J. Poveda ⁽⁴⁾ (*Spain*)

(1) ITC - AICE, Universitat Jaume I.

(2) NEOS additives S.L.

(3) AIMPLAS - Technological Institute of Plastics,

(4) SAXUN - Giménez Ganga S.L.U.

12:00 - 13:00
FEATURED SESSION Panel Debate

ADDRESSING CARBON: POLICY AND STANDARDIZATION DRIVERS IN EUROPE AND THE USA AND OPPORTUNITIES FOR CERAMIC TILE

Members:

Victoria Zaera, Environmental Manager, ASCER (*Spain*)

Mauro Rullo, Climate Policy & Sustainability Manager, Cofindustria Ceramica (*Italy*)

William Paddock, Founder & Managing Director of WAP Sustainability (*U.S.A.*)

Chaired by:

Bill Griese, Deputy Executive Director for the Tile Council of North America, TCNA (*U.S.A.*)



11:00 - 11:30
New constructive systems

ADVANCED AND RELIABLE SOLUTION FOR WATERPROOFING AND CLADDING SURFACES IN WET AREAS

M.Castillo, D. Perez (*Spain*)
Kerakoll.

11:30 - 12:00
New constructive systems

MONITORING OF CERAMIC CONSTRUCTION SOLUTIONS FOR FLAT ROOF RENOVATION

Corrales, J.⁽¹⁾, C. Segarra⁽¹⁾, J. Mira⁽¹⁾, L. Vilalta⁽¹⁾, J.I. Cantero⁽¹⁾, A. Pitarch⁽²⁾, L. Reig⁽²⁾, M.J. Ruá⁽²⁾ (*Spain*)

(1) ITC - AICE, Universitat Jaume I.

(2) Dept. of Mechanical Engineering and Construction. Research group. TECASOS. UJI.

12:00 - 12:30
New constructive systems

ASSESSING THE CHALLENGES AND IDENTIFYING SOLUTIONS FOR PORCELAIN TILE INSTALLATION ON PEDESTAL OR RAISED FLOORING SYSTEMS IN THE ABSENCE OF CURRENT OR RELEVANT INTERNATIONAL STANDARDS

C. Repeti (*Australia*)
Techtile Services Pty Ltd.

MARCH

5

TUESDAY

12:30 h
•
14:00 h

A CERAMIC ENTERPRISE AND MARKETS

B CERAMIC TILE AND CONSTRUCTION

C CERAMIC TILE MANUFACTURE



POSTERS

TOUCHSCREENS
Located in the Hall
Permanent access

See Titles on p. 28

Programme

ROOM 1

1

> continuación (12:00 - 13:00)

FEATURED SESSION Panel Debate



**ADDRESSING CARBON:
POLICY AND STANDARDIZATION DRIVERS IN
EUROPE AND THE USA AND OPPORTUNITIES
FOR CERAMIC TILE**

13:00 - 14:00

FEATURED SESSION Panel Debate

**MANAGEMENT OF INTANGIBLE ASSETS**

Members:

Marina Amigo, Global Head of Stakeholders, Human Rights and Reputation, Iberdrola Group (*Spain*)

Iñaki Mejía, Partner of the Valuations Group of the Deals Division of PricewaterhouseCoopers (*Spain*)

Ángel Alloza, CEO y secretario general de la Fundación Corporate Excellence – Centre for Reputation Leadership (*Spain*)

Chaired by:

Cristina Álvarez, Telecommunications Engineer from the UPV, PhD cum laude in Business and Institutional Communication (*Spain*)

ROOM 2

2

12:30 - 13:00
Sustainability**REUSING CERAMIC TILE WASTE IN THE DEVELOPMENT OF CONCRETE PAVER**

A. Pitarch ⁽¹⁾, L. Reig ⁽¹⁾, J. Mira ⁽²⁾, J. Corrales ⁽²⁾, L. Vilalta ⁽²⁾ (*Spain*)

(1) Dto. Mechanical Engineering and Construction - TECASOS research group. UJI,
(2) ITC- AICE, Universitat Jaume I.

13:00 - 13:30
New products**MODIFICATION OF WATER AFFINITY ON THE SURFACE OF CERAMIC CONSTRUCTION SUBSTRATES FOR SELF-CLEANING APPLICATIONS**

O. Saucedo ⁽¹⁾, J. J. Ruiz ⁽¹⁾⁽²⁾, A. Quetzalli ⁽¹⁾, A. Iriana Sánchez ⁽¹⁾, J.M. Hernández ⁽¹⁾, T. Montalvo ⁽¹⁾, F. Lozano ⁽²⁾ (*Mexico*)

(1)Universidad Autónoma de Nuevo León, Facultad Ciencias Químicas.
(2) Tile Council of North America.

13:30 - 14:00
Sustainability**LIFE CYCLE COST ANALYSIS OF VARIOUS COMMERCIAL FLOOR COVERINGS**

G. Davidson (*U.S.A.*)

Tile Council of North America (TCNA)

ROOM 3

3

12:30 - 13:00
New constructive systems**CERAMIC SANDWICH CONTRIBUTIONS TO INDUSTRIALISED CONSTRUCTION**J.V. Lopez (*Spain*)

Reyman Servicios y Asesoramiento, S.L.U.

13:00 - 13:30
New constructive systems**THE LIFE SUPERHERO PROJECT: PERMEABLE AND VENTILATED ROOFS AS AN EMERGENT SOLUTION FOR CLIMATE ADAPTION AND MITIGATION**

B. Ferrari ⁽¹⁾, M. C. Bignozzi ⁽¹⁾, E. Di Giuseppe ⁽²⁾, M. D'Orazio ⁽²⁾, A. Gianangeli ⁽²⁾, H. Mathieu ⁽³⁾ (*Italy - France*)

(1) Centro Ceramico, Joint Lab SMILE.
(2) Construction, Civil Engineering and Architecture Dept. (DICEA), Marche Polytechnic University.
(3) Centre Technique des Matériaux Naturels de Construction.

13:30 - 14:00
Information services**SOLCONCER: NEW PLATFORM WITH CERAMIC TECHNICAL CONTENT**Vilalta, L.⁽¹⁾, Corrales, J.⁽¹⁾, Mira, J.⁽¹⁾,Beltrán, A.⁽¹⁾, Ros-Dosdá, T.⁽¹⁾, Marenysà, D.⁽²⁾,Vilalta, L.⁽²⁾ (*Spain*)

(1) ITC-AICE, Universitat Jaume I.

(2) Consultoría Marketing PINCHAAQUI.

14:00 - 15:30

LUNCH-BREAK

LUNCH-BREAK

LUNCH-BREAK



Programme

MARCH

5

TUESDAY

15:30 h
...
18:00 h

A CERAMIC ENTERPRISE AND MARKETS

B CERAMIC TILE AND CONSTRUCTION

C CERAMIC TILE MANUFACTURE



POSTERS

TOUCHSCREENS
Located in the Hall
Permanent access

See Titles on p. 28



ROOM 1

1

15:30 - 16:00 h

Ceramic company and markets

BUSINESS CONCENTRATION AND POSSIBLE EFFECTS ON INTER-PROFESSIONAL RELATIONS IN THE CASTELLÓN CERAMIC CLUSTER

P. Corma Canós (*Spain*)

QPT S.L.

16:00 - 16:30

Ceramic company and markets

PAST, PRESENT AND FUTURE STEPS TOWARD INDUSTRY-WIDE MARKETPLACE PROMOTION OF CERAMIC TILE

K. Meyer ⁽¹⁾, M. Quayle ⁽²⁾ (*U.S.A.*)

(1) Tile Council of North America.

(2) Marketeering Group.

16:30 - 17:00

Ceramic company and markets

DECARBONISATION CHALLENGES FOR THE SPANISH CERAMIC SECTOR

J.L. Quintela (*Spain*)

IAG INGENIEROS.

17:00 - 17:30

Ceramic company and markets

DATA-DRIVEN SOCIAL LIFE CYCLE ASSESSMENT (SLCA) AS A NEW OBJECTIVE APPROACH TO DECISION-MAKING IN CERAMIC MANUFACTURING

A. Fernández-Miguel⁽¹⁾⁽²⁾, F.E. García-Muiña⁽¹⁾, D. Settembre-Blundo^{(1),(4)}, M. Pia ⁽³⁾, V. Veglio⁽²⁾ (*Spain-Italy*)

(1) Dept. of Business Administration, Universidad Rey Juan Carlos.

(2) Dept. Economics and Management, University of Pavia.

(3) Dept. Earth and Environmental Sciences, University of Pavia.

(4) Gruppo Ceramiche Gresmalt.

17:30 - 18:00

Ceramic company and markets

ARTIFICIAL INTELLIGENCE AND SOCIAL MEDIA IN THE CERAMIC INDUSTRY. ANALYSIS OF THEIR APPLICATION AND EVOLUTION IN THE NEAR FUTURE

L. Callarisa, J. Sánchez, M.A. Moliner, R.M. Rodríguez, J.C. Fandos (*Spain*)

IMK Innovation in Marketing, Business Administration and Marketing Dept. UJI.

ROOM 2

2

15:30 - 16:00

New processes

THE ULTIMATE SOLUTION FOR THE DRY PREPARATION OF CERAMIC BODY

L. Battaglioli (*Italy*)

LB Officine Meccaniche S.p.A. (TCNA).

16:00 - 16:30

New processes

THE MICROGRANULATION PROCESS: A TECHNOLOGY FOR DECARBONISING THE CERAMIC INDUSTRY. PRODUCT CHARACTERISATION

A. Arnau⁽¹⁾, P. Arnau⁽¹⁾, J. García⁽²⁾, A. Mezquita⁽²⁾, E. Monfort⁽²⁾, M. Soriano⁽²⁾ (*Spain*)

(1) Granulation System.

(2) ITC - AICE, Universitat Jaume I.

16:30 - 17:00

New processes

NEW DEVELOPMENTS OF FULL-BODY DECORATION TECHNOLOGIES FOR CERAMIC TILES AND SLABS

R. Cenni, P. Testi, M. Cova, G. Pederzini (*Italy*) SACMI.

17:00 - 17:30

New processes

CALIBRATION AND VALIDATION OF A DRUCKER-PRAGER CAP MODEL FOR SIMULATING TILE BODY FORMING

J.M. Tiscar⁽¹⁾; J. Balaguer⁽¹⁾; M. Soriano⁽¹⁾, M.J. Sánchez⁽²⁾, J.A. Pérez⁽²⁾ F.A. Gilabert⁽³⁾ (*Spain-Belgium*)

(1) ITC - AICE, Universitat Jaume I.

(2) MACER, S.L.

(3) Dept. Materials, Textiles and Chemical Engineering (MaTCh), Ghent University.

17:30 - 18:00

Energy transition and low-carbon industry

IMPACT OF USING HYDROGEN IN FIRING CERAMIC TILES. A PRACTICAL VIEW

F. Quereda, E. Blasco, J.L. Amorós, A. Saburit, I. Segura, S. Ferrer (*Spain*)

ITC - AICE, Universitat Jaume I.

ROOM 3

3

15:30 - 16:30

FEATURED SESSION Conference



THE CONTRACTOR AND INDUSTRIALIZED CONSTRUCTION

Members:

Dan Welch, Owner/President of Welch Tile & Marble Company (*U.S.A.*)Bart Bettiga, Executive Manager of NTCA (*U.S.A.*)

16:30 - 18:00

FEATURED SESSION Panel Debate



INDUSTRIALIZED CONSTRUCTION

Members:

Dale Kempster, Director of Standards and Methods for Schluter Systems (*Canada*)José Luis Fenollosa, General Manager of Butech, Porcelanosa Offsite, Porcelanosa Group (*Spain*)José Girbes, Director of the Projects and Prescription Department of Peronda Group (*Spain*)

Chaired by:

Jonas Silvestre Medeiros, CEO & Founder CubiCon (*Brazil*)

SHUTTLE SERVICE

SHUTTLE SERVICE

SHUTTLE SERVICE

MARCH
6
WEDNESDAY

09:00 h
•
11:00 h

A CERAMIC ENTERPRISE AND MARKETS

B CERAMIC TILE AND CONSTRUCTION

C CERAMIC TILE MANUFACTURE



POSTERS

TOUCHSCREENS
Located in the Hall
Permanent access

See Titles on p. 28

Programme

ROOM 1 1

9:00 - 09:30
Raw materials

ENRICHMENT OF AYDIN FELDSPARS CONTAINING MAFIC MINERALS THROUGH AN OPTICAL SORTING METHOD

Y. Yıldırım⁽¹⁾, K. Kayacı⁽¹⁾, Ş. C. Genç⁽¹⁾⁽²⁾, E. Solak⁽¹⁾, A. B. Güngör⁽¹⁾, A. Keskin⁽¹⁾ (*Türkiye*)

(1) Kaleseramik Çanakkale Kalebodur

(2) İstanbul Technical University, Faculty of Mines

9:30 - 10:00
Raw materials

RAW CLAYS IN THE PRODUCTION OF CERAMIC AND REFRactory TILES

M. V. Vasić⁽¹⁾, P. Muñoz⁽²⁾⁽³⁾, M. Radomirović⁽⁴⁾, Z. Radojević⁽¹⁾ (*Serbia - Spain - Chile*)

(1) Institute for testing of materials,

(2) ESIT, Universidad Internacional de La Rioja,

(3) Faculty of Engineering, Universidad Autónoma de Chile,

(4) Innovation Center of the Faculty of Technology and Metallurgy, University of Belgrade.

10:00 -10:30
Raw materials

ON THE USE OF TURKISH CLAYS TO REPLACE UKRAINIAN CLAYS IN PORCELAIN TILE COMPOSITIONS

E. Sánchez⁽¹⁾, V. Sanz⁽¹⁾, J. Castellano⁽¹⁾, K. Kayacı⁽²⁾, M.U. Taskiran⁽²⁾, Ş.C. Genç⁽²⁾⁽³⁾ (*Spain - Türkiye*)

(1) IUTC - Universitat Jaume I,

(2) Kaleseramik Çanakkale Kalebodur,

(3) İstanbul Technical University, Facultad de Minas.

10:30 - 11:00
Raw materials

EFFECT OF NANOSILICA AND NANOBEOHMITE ON THE PYROPLASTIC DEFORMATION OF A PORCELAIN TILE BODY

V. De Lorenzi, N. Rabelo, A. Gonçalves Dal-Bó, M. Peterson, A. M.I. Bernardin (*Brazil*)
PPGCEM - UNESC.

08:15 Shuttle service from the hotels to the congress venue

ROOM 2 2

9:00 - 9:30
Glaze and pigment development

INVESTIGATION INTO THE EFFECT OF ALKALINE AND ALKALINE EARTH RATIOS ON COLOUR DEVELOPMENT OF MALAYAITE-BASED CERAMIC INK

S. Guven⁽¹⁾, U. Engin⁽¹⁾, F. Altindal⁽¹⁾, S. Onder⁽¹⁾, B. Ozturk⁽¹⁾, S. Bulut⁽¹⁾, F. Kara⁽²⁾ (*Türkiye*)

(1) Akcoat R&D Center, Ceramic Coatings Division,

(2) Eskisehir Technical University, Dept. of Materials Science and Engineering.

9:30 - 10:00
Glaze and pigment development

RECREATION OF THE CMYK PIGMENT PALETTE IN ILLUSTRATED EARTHENWARE FROM L'ALCORA BEFORE SÈVRES CHROMIUM: ASSESSMENT IN PRESENT-DAY FRITS AND NIR REFLECTANCE

G. Monrós, J.A. Badenes, A. Monrós, C. Delgado, M. Llusras (*Spain*)

Dept. of Inorganic and Organic Chemistry, UJI.

10:00 - 10:30
Glaze and pigment development

DEVELOPMENT OF MATT FLOOR TILE GLAZES WITH IMPROVED COLOUR PERCEPTION BY TAILORED CRYSTALLIZATION

S. Onder⁽¹⁾, F. Altindal⁽¹⁾, S. Guven⁽¹⁾, U. Engin⁽¹⁾, B. Ozturk⁽¹⁾, S. Bulut⁽¹⁾, S. Yilmaz⁽²⁾ (*Türkiye*)

(1) Akcoat R&D Center, Ceramic Coatings Division.

(2) Sakarya University, Dept. of Materials Science and Engineering.

10:30 - 11:00
Energy transition and low-carbon industry

CERAMIC FRIT MELTING BY ELECTROMAGNETIC INDUCTION

M. Aguilera⁽¹⁾, J.M. Tiscar⁽¹⁾, E. Monfort⁽¹⁾, J. Boix⁽¹⁾, M. J. Vicente⁽¹⁾, J. Jordan⁽²⁾ (*Spain*)

(1) ITC - AICE, Universitat Jaume I.

(2) SICtech Induction.

ROOM 3 3

9:00 - 9:30
Finished product testing

MECHANICAL BEHAVIOR OF EPOXY REINFORCED WITH JUTE FIBER APPLIED TO CERAMIC TILES FOR A VENTILATED FAÇADE SYSTEM

A. Ribeiro⁽¹⁾⁽²⁾, H. Mariot⁽²⁾, E. Angioletto⁽¹⁾, A. Waterkemper⁽²⁾, A. M. Bernardin⁽¹⁾, A. De Noni Jr.⁽³⁾ (*Brazil*)

(1) PPGCEM - UNESC.

(2) Eliane Revestimentos Cerâmicos.

(3) UFSC.

9:30 - 10:00
Finished product testing

REHEATING OF CERAMIC TILES FOR THE CRAZING RESISTANCE TEST

F.G. Melchiades⁽¹⁾, N.F. Santos⁽¹⁾, L.R. Santos⁽¹⁾, L. J. J. Nieves⁽¹⁾⁽²⁾, S. Nastri⁽¹⁾, A.O. Boschi⁽²⁾ (*Brazil*)

(1) Centro de Revestimentos Cerâmicos.

(2) LaRC, DEMa, Universidade Federal de São Carlos.

10:00 - 10:30
Finished product testing

INFLUENCE OF PORCELAIN TILE THICKNESS ON THE STRENGTH OF RAISED FLOOR SYSTEMS

D. Pasini⁽¹⁾⁽²⁾, A. Waterkemper⁽¹⁾⁽²⁾, A. Demarch⁽¹⁾⁽²⁾, L. Savi⁽¹⁾⁽²⁾, S. Ruzza⁽²⁾, E. Angioletto⁽¹⁾, E.G. P. Antunes⁽¹⁾, A. Michael⁽¹⁾ (*Brazil*)

(1) PPGCEM - UNESC.

(2) Eliane Ceramic Tiles.

10:30 - 11:00
Finished product testing

APPLICATION OF DIFFERENT TEST METHODS TO ASSESS THE WEAR RESISTANCE OF CERAMIC TILES

R. Fabris⁽¹⁾, G. Masi⁽¹⁾, D. Mazzini⁽²⁾, L. Sanseverino⁽³⁾, M.C. Bignozzi⁽¹⁾ (*Italy*)

(1) DICAM, Universidad de Bolonia.

(2) Colorobbia Italy S.P.A.

(3) Centro Ceramico.

11:00 - 11:30

COFFEE-BREAK

COFFEE-BREAK

COFFEE-BREAK

Programme

MARCH
6
WEDNESDAY

11:30 h
•
14:00 h

A CERAMIC ENTERPRISE AND MARKETS

B CERAMIC TILE AND CONSTRUCTION

C CERAMIC TILE MANUFACTURE



POSTERS

TOUCHSCREENS
Located in the Hall
Permanent access

See Titles on p. 28



14:00 - 15:30

LUNCH-BREAK

LUNCH-BREAK

LUNCH-BREAK

ROOM 1

1

11:30 -12:00
Energy transition and low-carbon industry

DESIGN OF HYPOCARBONIC WALL TILE COMPOSITIONS BASED ON TALC

E. Sánchez⁽¹⁾, V. Sanz⁽¹⁾, J. Castellano⁽¹⁾, A. Sima⁽¹⁾, S. Caillet⁽²⁾, C. Poilly⁽³⁾ y M. Azar⁽²⁾ (*Spain - France*)

(1) IUTC - Universitat Jaume I,
(2) IMERYS Talc Europe,
(3) IMERYS Ceramics France.

12:00 - 12:30
Energy transition and low-carbon industry

NOVEL LOW-CARBON TILES OBTAINED WITH THE GEOPOLYMER TECHNIQUE

G. Masi⁽¹⁾, A. Settino⁽¹⁾, G. Ridolfi⁽²⁾, S. Manzi⁽¹⁾, M.C. Bignozzi⁽¹⁾ (*Italy*)

(1) DICAM, Universidad de Bologna,
(2) Centro Ceramic.

12:30 - 14:00
FEATURED SESSION Panel Debate

THE CERAMIC SECTOR AT THE CROSSROADS OF THE CHANGING RAW MATERIALS MARKET

Members:

José A. Planas, Technical Director of IBEROCLAYS (*Spain*)

Miguel J. Galindo, Founder & CEO of Galesk Consultancy (*Spain*)

Juan F. Aparisi, Corporate R&D Director for Frits & Glazes in Altadisa Group (*Spain*)

Chaired by:

A. Moreno, ITC Marketing & Sales Area Coordinator (*Spain*)

J. García-Ten, Head of the Area for Materials & Ceramic Technologies, ITC (*Spain*)

ROOM 2

2

11:30 -12:00
Glaze and pigment development

DEVELOPMENT OF CERAMIC TILES WITH VIRUCIDAL PROPERTIES

I. Monfort⁽¹⁾, L. Guaita⁽²⁾, M. Ortells⁽¹⁾, M.D. Segarra-Maset⁽¹⁾, E. Domingo⁽²⁾, M.C. Bordes⁽³⁾, F.J. García-Ten⁽³⁾, N. López⁽³⁾ (*Spain - Italy*)

(1) Gruppo Colorobbia,
(2) Keraben Grupo, S.A.
(3) ITC - AICE, Universitat Jaume I.

12:00 -12:30
Glaze and pigment development

BACTERICIDAL CERAMIC GLAZES. INFLUENCE OF THE FIRING CYCLE

M.C. Bordes⁽¹⁾, F.J. García-Ten⁽¹⁾, L. Scaschi⁽²⁾, B. Vicedo⁽²⁾, R. Zejudo⁽³⁾, R. de Llanos⁽³⁾, S. Arrufat⁽¹⁾ (*Spain*)

(1) ITC - AICE, Universitat Jaume I,
(2) Biochemistry and Biotechnology Group, UJI.
(3) MicroBio Group, Faculty of Health, UJI.

12:30 -13:00
Glaze and pigment development

SINTERING, MICROSTRUCTURE, AND MECHANICAL PROPERTIES OF A GLAZE. EFFECT OF KAOLIN ADDITION

E. Blasco, J. L. Amorós, C. Feliu, A. Moreno (*Spain*)

ITC - AICE, Universitat jaume I.

13:00 -13:30
Glaze and pigment development

STUDY OF THE ADDITION OF ALUMINA AND SILICA NANOPARTICLES TO A GLAZE FORMULATION FOR POLISHED BRAZILIAN PORCELAIN TILE

J.E. Tavares⁽¹⁾, S. Arcaro⁽²⁾, V. de Lorenzi⁽²⁾, João B. Rodrigues⁽¹⁾ (*Brazil*)

(1) Universidade Federal de Santa Catarina.
(2) Universidade do Extremo Sul Catarinense.

13:30 -14:00
Glaze and pigment development

FACTORS DETERMINING THE THERMAL SENSATION OF CERAMIC TILES

V. Sanz⁽¹⁾, E. Sánchez⁽¹⁾, K. Kayaci⁽²⁾, U. Taskiran⁽²⁾, B. Yazırılı⁽²⁾, Ş.C. Genç⁽³⁾ (*Spain - Türkiye*)

(1) IUTC - Universitat Jaume I.
(2) Kaleseramik Çanakkale Kalebodur.
(3) İstanbul Technical University, Faculty of Mines.

ROOM 3

3

11:30 -12:00
Finished product testing

EVALUATION OF THE ABRASIVE WEAR OF CERAMIC TILE SURFACES BY ISO 10545 AND UNE 138001 STANDARDS

A. Demarch⁽¹⁾⁽²⁾, A. Waterkemper⁽¹⁾⁽²⁾, D. Pasini⁽¹⁾⁽²⁾, L. Rosso⁽¹⁾⁽²⁾, J. Menegon⁽¹⁾⁽²⁾, S. Ruzza⁽²⁾, E. Angioletto⁽¹⁾, O. R. Klegues⁽¹⁾, A.M. Bernardin⁽¹⁾ (*Brazil*)

(1) PPGCEM - UNESC. (2) Eliane Ceramic Tiles.

12:00 -12:30
Finished product testing

ASSESSMENT OF THE DURABILITY OF FLOORING SLIP RESISTANCE

A. Muñoz, G. Silva, R. Domínguez, A. Salvador, P. Velasco (*Spain*)
ITC - AICE, Universitat Jaume I.

12:30 -13:00
Finished product testing

CONTINUED ASSESSMENT OF VARIOUS CERAMIC TILE FLOOR COVERINGS USING DIFFERENT FRICTION TEST METHODS

G. Davidson (*U.S.A.*)
Tile Council of North America.

13:00 -13:30
FEATURED SESSION Conference

OF MOUNTAINS AND VALLEYS AND OF PEBBLES AND DIVOTS: NEW OPPORTUNITIES IN CHARACTERIZING CERAMIC TILE TOPOGRAPHY USING MULTISCALE METHODS

Speakers:
K. Beschorner, Associate Professor of Bioengineering at the University of Pittsburgh (*U.S.A.*)

L. Pastewka, Professor for Simulation in the Department of Microsystems Engineering at the University of Freiburg (*Germany*)



Programme

MARCH
6
WEDNESDAY

15:30 h
•
18:15 h

A CERAMIC ENTERPRISE AND MARKETS

B CERAMIC TILE AND CONSTRUCTION

C CERAMIC TILE MANUFACTURE



POSTERS

TOUCHSCREENS
Located in the Hall
Permanent access

See Titles on p. 28



ROOM 1

1

15:30 - 16:00
Circular economy

DEVELOPMENT OF PIGMENTS FROM END-OF-LIFE LITHIUM-ION BATTERY CATHODES

M. F. Gazulla, M. Rodrigo, E.Zumaquero, M. J.Vicente (Spain)

ITC- AICE - Universitat jaume I.

16:00 - 16:30
Circular economy

BIO-CALCIUM CARBONATE FROM EGGSHells: A NEW RAW MATERIAL FOR THE CERAMIC INDUSTRY

M.F. Quereda⁽¹⁾, M.J. Vicente⁽¹⁾, M. Soriano⁽¹⁾, M.R. Pérez⁽¹⁾, N. González⁽¹⁾, A. Peris⁽²⁾, A. Baldonado⁽²⁾ (Spain)

(1) ITC - AICE - Universitat Jaume I.
(2) EUROATOMIZADO, S.A.

16:30 - 17:00
Circular economy

THICK CERAMIC TILES: MICROSTRUCTURAL CHARACTERISTICS AND MECHANICAL BEHAVIOUR

E. Rambaldi⁽¹⁾, L. Magni⁽²⁾, C. Siligardi⁽²⁾ (Italy)

(1) ITALCER Group.
(2) Dto. Ingeniería "Enzo Ferrari", Universidad de Módena y Reggio Emilia.

17:00 - 18:15
FEATURED SESSION Panel Debate



INNOVATION MANAGEMENT

Members:

Dr K. Kayaci, Director I&D. Kale Group (Türkiye)

Luis Guaita, Sustainability and Innovation Director. Victoria Group (Spain)

Miguel A. Jovani, Technical Marketing Director of Colorobbia (Spain)

Chaired by:

Enrique Sánchez, Director of the Instituto Universitario de Tecnología Cerámica - Agustín Escardino (Spain)

18:15

CLOSING CEREMONY

CAU MAGDALENER: Wine, beer and typical sweet Muscat wine. Celebrate Magdalena Festival at Qualicer and let's make a last visit to the posters exhibition.

SHUTTLE SERVICE

ROOM 2

2

15:30 - 16:00
Sustainability

SECTOR ENVIRONMENTAL PRODUCT DECLARATION: CERAMIC TILES

T. Ros⁽¹⁾, C. Giner⁽¹⁾, G.Balaguer⁽¹⁾, I. Celades⁽¹⁾, V. Zaera⁽²⁾, A. Miralles⁽²⁾ (Spain)

(1) ITC- AICE, Universitat Jaume I.
(2) ASCER.

16:00 -16:30
Sustainability

DEVELOPMENT OF A METHODOLOGY FOR ASSESSING RESPIRABLE CRYSTALLINE SILICA AND DUST EMISSIONS ASSOCIATED WITH THE DRY MACHINING OF CERAMIC TILES

A. López-Lilao, D. Bou, C. Roldan, V. Archiles, E. Monfort (Spain)

ITC- AICE, Universitat Jaume I.

16:30 -17:00
Sustainability

REACTIVITY OF CRYSTALLINE SILICA IN PROCESSING CERAMIC TILES

M. P. Gómez-Tena, J. Gilabert, E. Zumaquero, E. M. Díaz-Canales, S. Arrufat, R. Domínguez (Spain)

ITC- AICE, Universitat Jaume I.

ROOM 3

3

15:30 -16:00
Pathologies

EVALUATION OF THE INFLUENCE OF THE SUBSTRATE LAYER/ADHESIVE MORTAR/CERAMIC TILE PRODUCT ON THE PERFORMANCE OF THE CERAMIC COVERING

A. P. Margarido⁽¹⁾, J. C. Carvalho⁽¹⁾, M.M. Resende⁽¹⁾, R. P. de Andrade⁽²⁾, F. Leal⁽²⁾, A. Vieira⁽³⁾ (Brazil)

(1) Ceramic Center of Brazil.
(2) Polytechnic School of the University of São Paulo.
(3) ANFACER.

16:00 -16:30
Pathologies

HOW TO GATHER ACCURATE AND VALID DATA WHEN INVESTIGATING A TILING DEFECT

C. Cass (Australia)

Techtile Services Pty. Ltd.

16:30 -17:00
Pathologies

REVIEW OF FACTORS THAT DIRECTLY AFFECT THE DURABILITY OF ADHERED TILE COVERINGS – BRAZILIAN'S SCENARIO INVESTIGATION

R.P. de Andrade⁽¹⁾, A.P. Margarido⁽²⁾, J.C. Carvalho⁽²⁾, M.M. Resende⁽²⁾, A.V. Chaves⁽³⁾, F.L. Maranhão⁽¹⁾ (Brazil)

(1) Polytechnic School of the University of São Paulo.
(2) Ceramic Center of Brazil.
(3) ANFACER.

SHUTTLE SERVICE

SHUTTLE SERVICE

Posters



TOUCHSCREENS
Located in the Hall
Permanent access

- Good practices for improving energy efficiency in ceramic tile processes (*Brazil*)
- Performance comparison between commercial porcelain stoneware tile batches (*Brazil*)
- Comparison of dimensional measurement systems: Horizontal versus inclined dataplumometer (*Brazil*)
- Evaluation of the impact of commercial chemical products on visible changes in ceramic tiles: a comparative analysis (*Brazil*)
- Silica-ceria ($\text{SiO}_2 @ \text{CeO}_2$) ceramic photocatalysts in glazed tiles (*Spain*)
- The influence of swimming pool treatment products in reducing the coefficient of friction in glazed ceramic tiles (*Brazil*)
- Investigation of the impact of the "time variable after reheating" on the moisture expansion test of ceramic tiles (*Brazil*)
- Sector environmental product declaration: frits, glazes, colours and ceramic inks (*Spain*)
- Development of new ceramic products on valorising heavy metals from the solid component in inkjet ink waste (*Spain*)
- Development and validation of a population model for simulating the spray-drying process of ceramic suspensions (*Spain*)
- The Brazilian ceramic tile industry, increasingly sustainable and competitive with its low carbon footprint (*Brazil*)
- LIFE REPLAY: a new life for ceramic inkjet ink waste (*Spain*)
- Resource recovery in industrial processes. The case of the ceramic sector. IWAYS PROJECT (*Spain, U.K. and Italy*)
- Chemical resistance of ceramic tiles: evaluation of the time of surface attack (*Brazil*)
- Decarbonising the ceramic process with electric heating from renewable sources (*Italy*)
- Determination of crazing resistance for ceramic tiles (*Brazil*)
- Effect of BaO and Al_2O_3 ratio on surface crystallization of porcelain tile glaze (*Türkiye*)
- Ceramic tile systems for construction based on natural, environmentally friendly materials (*Spain*)
- Technological solutions to minimise occupational exposure to incidental nanoparticles (*Spain*)
- Ceramic construction solutions for improving energy efficiency in building renovation (*Spain*)
- Specifying alternative tile installation systems - an educated decision, or decision that educates? (*Australia*)

Additional information



Identification

All congress attendees must always display their congress identification card, which they will be given together with their documentation.



Communications

Divided into three blocks, communications may be delivered simultaneously in the 3 congress rooms, followed by 5 minutes' discussion.



Posters

Posters will be on show in the general congress hall.



Specialised magazines

On display in the congress hall.



Simultaneous translation

Spanish and English.



Headphones

Available to delegates upon presentation of identification document (passport, driving license, national ID card).



Wi-Fi connection

Free Wi-Fi connection available at the congress venue.



Cafetería meeting point

Fresh orange juice offered by the company **E. Martinavarro, S.A.**



Coffee-break and lunch

Served in Qualicer diningroom located on sub-2 level at Qualicer venue.



Taxis

Radio Taxi Castellón:

+34 964 23 74 74
+34 964 25 46 46

Su Taxi Castellón:

+34 964 10 11 01



Hotels with shuttle bus service to the congress venue

MELIÁ CASTELLÓN CENTER (****)

Ronda Mijares, 86.
12002 Castelló.
Tel.: +34 964 34 27 77

INTUR CASTELLÓN / INTELIER ROSA (****)

Herrero, 20.
12002 Castelló.
Tel.: +34 964 22 50 00

CIVIS JAIME I (***)

Ronda Mijares, 67.
12002 Castelló.
Tel.: +34 964 25 03 00



Shuttle bus service to the congress venue

Pickup point at Avda. Barcelona, opposite El Corte Inglés Shopping Center, next to Local Police Station

CIVIS LUZ CASTELLÓN (****)

Pintor Oliet, 3.
12006 Castelló.
Tel.: +34 964 20 10 10

DOÑA LOLA (***)

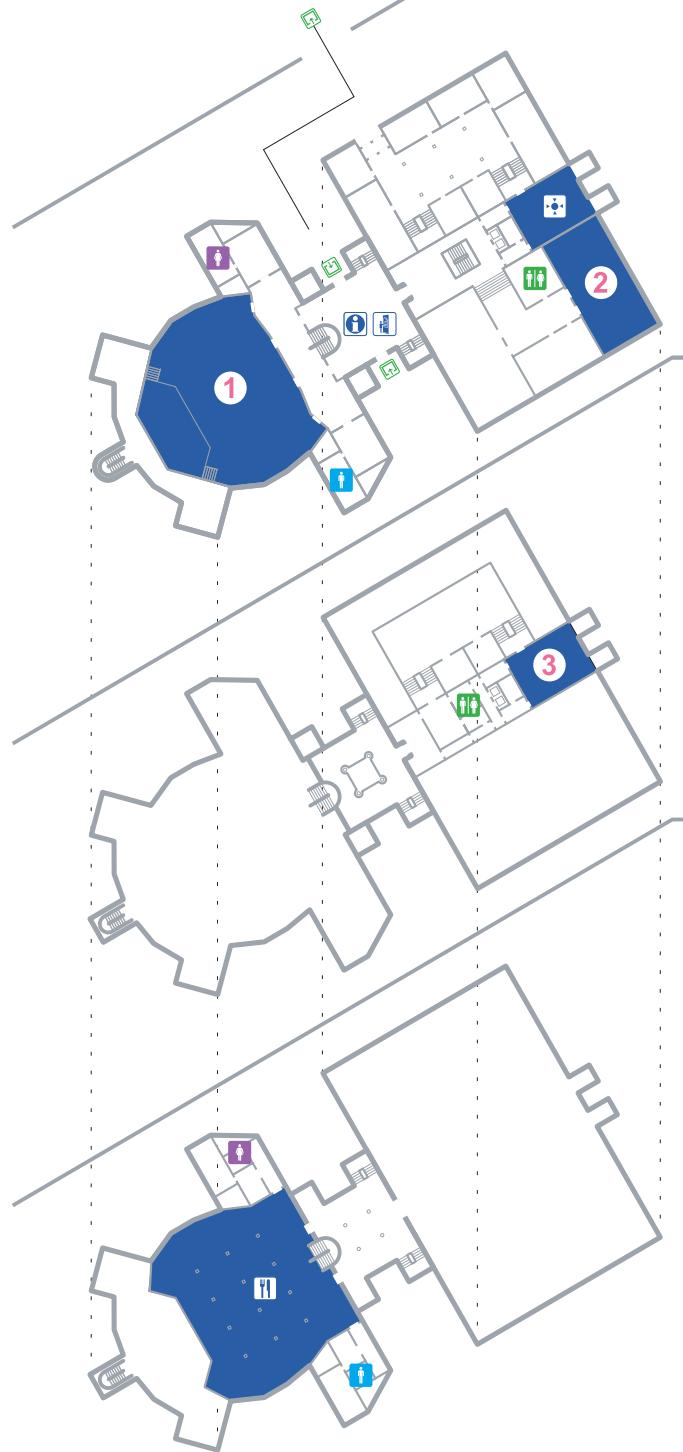
Lucena, 3.
12003 Castelló.
Tel.: +34 964 21 40 11

EUROHOTEL CASTELLÓ (***)

Pintor Oliet, 9.
12006 Castelló.
Tel.: +34 964 34 25 59
+34 964 34 16 37

Congress Floor Plan

Edificio CÁMARA DE COMERCIO CHAMBER OF COMMERCE Building



Planta Baja Ground Floor

Información
Information

1 Sala 1
Room 1

2 Sala 2
Room 2

Punto de Encuentro
Meeting Point

Stand ITC
ITC Stand

Pósteres
Posters

Planta Semisótano Semi-basement

3 Sala 3
Room 3

Planta Sótano Basement

Comedor
Dining room

WC
Restroom

WC
Restroom

WC
Restroom

Programa



qualicer.org

Official Chamber of Commerce,
Industry, Services and Navigation

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